

See Page 8

The **QUILL**



AUGUST — NINETEEN-TWENTY-ONE

Volume Nine

Number Four

CONTENT

Looking Through the Crystal	3
<i>By Lee A. White, national president of Sigma Delta Chi</i>	
What Ames Has to Say About the Convention	4
It Must Happen Today	5
<i>Being a protest against crowding the word "today" into all press dispatches, by Dean Colin Dymont of the University of Oregon</i>	
National Officers of Sigma Delta Chi	7
The Country Weekly's Future	8
<i>By M. V. Atwood, of Cornell University, who is editor of the Groton, N. Y., weekly.</i>	
Editorial Page	10
Some Potent Changes in Modern Newspaper Making	10
<i>By Frank P. Glass, Sr., Birmingham, Ala.</i>	
Recent News of the Breadwinners	11
Appreciating the Artist Through the Lorgnette	13
<i>By Marshall Beuick, of the People's Home Journal Staff</i>	
Digging for News	15
<i>By W. B. Kirkwood, Member of the Faculty of the University of Minnesota, and Executive Councilor of Sigma Delta Chi</i>	
Directory of Officers and Chapter Secretaries	19

THE QUILL

A Journalists' Journal

VOLUME IX

COLUMBIA, MISSOURI, AUGUST, 1921

NUMBER 4

LOOKING THROUGH THE CRYSTAL

BY LEE A WHITE

National President of Sigma Delta Chi

For a dozen years, Sigma Delta Chi has been an introspective organization, ambitious to be influential and honored in the ranks of journalists, but burdened with international problems which prevented any noteworthy service to the profession of journalism. The remarkable convention at the University of Oklahoma, a year ago, is looked upon by the elder members of the fraternity as marking the termination of the formative period. Fretful controversies are at an end, and a vast store of energy is liberated among our three thousand members for the larger purposes whose achievement was in the beginning, and must ever be, the goal of Sigma Delta Chi. To what extent new programs of endeavor may be successfully projected at Ames, Iowa, Nov. 10-12, depends almost entirely on the character and capacity of the delegates named to attend the convention, and the inspiration which visiting alumni may contribute.

It has not yet been possible to attract to conventions any considerable body of men actively engaged in journalism; nor will it be, in all probability, until alumni chapters are liberally dotted over the map—chapters so insistently devoted to the ideals of the fraternity that they will spare time and money for representation. The undergraduates find attendance at conventions a rich reward for service, for the annual meetings have enlarged their vision, multiplied their friendships, and renewed their zeal. Workaday problems are not, for them, so engrossing; domestic responsibilities are for the most part as yet unknown; and they still have a degree of freedom, despite the grim collegiate recorder, which exceeds that of the man who must, each morning confront a sceptical editor, and each week a reluctant cashier. Time will come, however, when the practicing journalist will recognize, as does the physician, the barrister, and the educator, the necessity for occasional retrimming of lamps and regirding of loins. No larger service can Sigma Delta Chi render than the inocu-



Lee A White

lation of the idea, among its members, of the advantage that accrues from the contact of many minds coping with more or less identical problems.

Perhaps this year, more than ever before, an opportunity is afforded alumni to foregather with the undergraduates, to their mutual advantage. For Ames is

more centrally located, with respect both to chapters and to the distribution of alumni, than any previous meeting place. And the host chapter is more than eager to have its hospitality tested.

Attendance of undergraduates will as-

(Continued on page 19)

VIEWS OF IOWA STATE CAMPUS



Birdseye View of Ames Campus



Engineering Group



Agricultural Building

IOWA STATE CHAPTER HOSTS OF NATIONAL MEET

Iowa State College will be host to the seventh convention of Sigma Delta Chi, at Ames, Dec. , 9 and 10. That this will be an interesting session is beyond doubt, since there is always plenty of business to be taken care of. But what about Iowa State?

The convention this year will be held for the first time in Iowa and right in the heart of the corn belt where all writers come to find out what is the matter with the farmers.

The college is located at Ames, a town of about 7,000 population, when school is out. It is located on the main line of the Chicago and Northwestern railroad, about 350 miles west of Chicago. Des Moines is only 30 miles south and there are electric and steam roads connecting. It is easily one of the best located railroad towns in Iowa.

The college is about a mile west of the town. Here is found a settlement of students that is a town of its own. Twenty-two national and local fraternities will make the housing problem easy

TO SIGMA DELTA CHI—

Newspaper men are always welcome on the campus at Iowa State College, because we appreciate fully how valuable a service they render to human kind and how generously they give themselves to that service. But we have a special welcome in store for the members of Sigma Delta Chi. Every faculty member and every student of Iowa State will join with the local chapter of this journalistic society to make its meetings a success. We are glad to extend you every possible courtesy. If you do not see what you want, please ask for it.

R. A. PEARSON
President Iowa State College

as it is the custom in Ames for the organizations to handle delegates.

Entertainment will be provided that will suit all who come. Due to the recent postponement of the meeting we have had to reconsider all speakers and other arrangements so that an announcement at this time will not be possible, but we guarantee that no one will leave Ames without a good dose of "The Ames Spirit," which will be administered by good entertainment for all.

The local chapter of Sigma Delta Chi was founded in 1914. We have never had a poor year and we point with pride to the many editors of farm papers who are alumni of the Iowa State chapter. Each year we stage a "Minature Gridiron" which has become one of the big events of the year. The chapter also publishes the local humor publication, known as "Green Gander," a magazine of national repute.

To say that the local chapter stands ready to welcome the convention is putting it mildly. Just come to Ames and see for yourself. We want you all and will handle as many as come.

IT MUST HAPPEN TODAY

BY COLIN DYMENT

Member of the Faculty in Journalism, University of Oregon

"... The American press gives what happened this morning or yesterday. The English is more inclined to tell what happened on Wednesday and Thursday also"—Sir Philip Gibbs in an interview printed in the *Editor and Publisher*, March 26, 1921, and written, by Ralph D. Casey, (Washington), then of the *New York Herald*.

For a decade it fell to the writer to handle A. P. and later United Press copy as a Pacific Coast or a telegraph editor; and since those old days on the desk he has read with regularity at least one daily paper that was taking the U. P. report. To the Associated Press, he need not allude further, except incidentally; but with the quotation from Sir Philip Gibbs as a text, he hopes to get out of his system some of the pent-up irritation of years against the United Press.

Perhaps at this point a disclaimer of partisanship or personal motive is proper. The writer has had more than one fine friend in the U. P. service; and they would testify that in bygone days he was a cordial provider for the United Press of good and expensively-gathered news; nor indeed would they need any disclaimer. But if any strange U. P. executive should happen to read this complaint, for him the disclaimer is made, the writer alleging further that he is not one of those standpats who think the A. P. should have a monopoly, and that he has watched with friendly interest, though with hope not always fulfilled, the rise of its rival.

About the United Press service there are several things to annoy, but this article deals with only a minor one. It is the one of most constant presence, and yet of most trifling importance. It is the fetich made by the United Press of the word "today".

One can understand how in the beginning "today" came to be a fetich. To start a competing news service was no child's undertaking. The Associated Press was entrenched back of barbed wire; with half a dozen exceptions, its franchise was held by all the big dailies of the United States; what was more, few of these dailies were discontented or wanted a change; if there were a smugness and a content about the A. P., there were also content and smugness about those who possessed its franchise; the A. P.'s own age was still young, and yet it had venerableness and tradition; the A. P. way already seemed the right way to telegraph editors, most of whom regarded an effort at competition by

the United Press as they would a country banker's trying to compete with the Bank of England.

So in the swaddling days when the U. P. first began to seek clients, it had to have talking points. Oldtimers remember them: "accommodation"; "personal service"; "color"; "liveliness"; "human interest"; "interpretation of news"; "representation for labor"; "brevity", and not least,—"speed".

One cannot refrain from picturing an imaginary set of instructions to United Press writers: "Be down-to-the-minute on news. If your story is old, make it seem new. Make readers think the United Press is always ahead. Don't use the word 'yesterday'. Get 't-o-d-a-y' into every lead. If the story happened last night or yesterday morning, bring it down-to-the-minute somehow."

To this hour one finds most United Press writers avoiding "yesterday" and "last night" as if they were a confession of dullness, and using devious ways of transmitting them into "today" without actually raising dates.

PORTLAND, Ore., Mar. 24.—(U. P.)—Will Cressy, vaudeville headliner, is the target of a suit here today for \$25,000 damages, instigated by the Pierce sanitarium, a soldiers' institution.

If one were a subscriber to a newspaper served by the United States on the western circuit, would he think the foregoing suit had been filed "yesterday" or "today"? It was filed yesterday, March 23; though no doubt Cressy was just as much the "target" of it (God save the mark!) "today" as he was yesterday,—and will be tomorrow.

POMONA, Cal., April 5.—(U. P.)—Pomona was on record today in favor of blue laws closing all the city's amusement places on Sundays. The "blue jays" triumphed by a margin of 55 votes.

Maybe Pomona was "on record today", but if any subscriber reflected upon the speed of the U. P. in getting the result of an April 5 election into the noon editions, of the same day, to him be it said that the election was April 4.

CHANUTE FIELD, RANTOUL, Ill., Mar. 24.—(U. P.)—Lieutenant Arthur G. Hamilton today held the world's record for parachute jumping. He dropped 24,400 feet from an aeroplane. It took one hour and 26 minutes to make the ascent. Hamilton landed eight miles northeast of Chanut field.

As the previous greatest height for parachute jumping is said to have been 22,000 feet, the lieutenant undoubtedly did hold "the world's record today," March 24. Incidentally, he also held it the previous afternoon, March 23, which was when he really made his ascent.

The illustrations used in this article were taken from the few envelopes of United Press flimsy which the writer happened to have. Because dates are scattered, let no one suppose that a search had to be made through months of the flimsy to get enough specimens. Any week, almost any day indeed, would provide sufficient material to show how an unfortunate adverb is being misused.

TRENTON, N. J., Mar. 22.—(U. P.)—A 16-year-old girl's offer to sell herself into marriage for \$1,000 was taken seriously by at least a score of men today. That number of letters had been received by Dorothy Miller, who appealed for the money to pay for an operation her mother must undergo Sunday, with marriage when she reached the age of 18 as a reward.

NEW YORK, Mar. 25.—(U. P.)—Father today faced bills of more than \$200,000,000 for mother's Easter attire. Women of the United States have spent approximately that amount during the last two weeks for their Easter silks and satins.

Perhaps after having read Miss Miller's ad, and having written and mailed the letters, the "score of men" finally concluded to take the thing "seriously" and had arrived at that state of regeneration "today". At any rate the United Press so implies. Perhaps, however, the service was merely trying to be down-to-the-minute.

As for the Easter story, it is dramatic and spine-stirring and colorful, according to United Press precepts; but is it quite true? And not one scintilla should a national news organization depart from the truth for the sake of drama or color, or of chilling the spine.

Occasionally the U. P. does admit to its leads the despised fact that something has happened the day before, but almost always the curse is carefully removed by a "today" clause in the same sentence. As for example:

DALLAS, Ore., April 5.—(U. P.)—The plant of the Polk County Observer is in ruins today, following a dis-

astrous fire which gutted the building late yesterday.

TACOMA, Wash., April 8.—(U. P.)—Suffering painful injuries, a servant girl in the family of Walter L. Macquarrie is recovering today, while Mrs. Macquarrie and five children are unharmed, following the collapse of their beach home at Dash Point yesterday.

TACOMA, Wash., Oct. 12.—(U. P.)—A search was under way today for the two bandits, one of whom is believed to have been wounded, who held up and robbed the Standard Oil service station at Sixth avenue last night.

ST. LOUIS, Mo., April 12.—(U. P.)—Police today combed the city (sic!) for the blonde woman who shared the apartments of "The Shamrock", notorious criminal, who was found shot to death in his rooms last night.

The twists and squirms of the rewrite man, as he sits in front of the morning paper, are thus in evidence. The Observer fire can't happen today since it happened last night, so the ashes are scattered before us just as if there had been no ruins until 12 hours after the fire. Almost as sensibly might the U. P. correspondent have written, "There is no fire in the plant of the Polk County Observer today. It went out late yesterday, after gutting the building."

It must have taken a lithe and sinuous writer to wriggle his unscooped way through the Tacoma item of April 8! Whatever the sufferings of the poor servant girl, those of the lovers of news-writing and of good rhetoric are still greater.

The third and fourth of the set of items above illustrate a conventional trick. Did a crime happen yesterday? Well, the U. P. can't help what a bandit does, but the police can be made to "work on the case" today, so the service is saved. Of course, the news emphasis is usually shifted from the real happening to a commonplace and universal aspect of it; but what matter so long as "It Happened Today"?

An anti-climax is a common result of the U. P.'s determination to thrust "today" into the lead, regardless of the construction. Note these examples:

LONDON, Oct. 12.—(U. P.)—General Pershing will come to London and decorate with the congressional medal of honor the grave of Britain's unknown warrior on Monday, October 17, it was announced today.

WASHINGTON, Mar. 23.—(U. P.)—Easter mass meetings in all the larger cities have been arranged by the women's world disarmament committee prior to the opening of the new congress, it was announced today.

WASHINGTON, Oct. 11.—(U. P.)—President Harding will hold his first conference with the American disarmament delegation at the White House tomorrow, it was announced today.

SPRINGFIELD, Ill., Oct. 11.—(U. P.)—Governor Len Small will be tried on charges of juggling millions of dollars of state funds at Waukegan, Lake County, Illinois, it was announced today.

SAN FRANCISCO, Oct. 14.—(U. P.)—Harold H. Ebey, district director of the United States shipping board, has resigned effective October 31, it was announced today.

WASHINGTON, Oct. 14.—(U. P.)—A new afternoon newspaper will appear shortly in the national capital, it was announced today.

Seldom do these "it-was-announced-today" stories contain a disclosure as to who made "the announcement". The expression carries no news, if there is no revelation as to the source of the information. It is made doubly superfluous by the fact that the events described are mostly of the future and not of yesterday.

"It-was-announced-today" is the eldest brother of a fairly large family, all cripples. "It-was-learned-today" is another well-known member.

"WASHINGTON, Mar. 24.—(U. P.)—President Harding and his advisers are preparing to announce a policy toward soviet Russia, it was learned today."

One supposes it must have been learned, else surely the item would not have been printed; and what purpose the statement serves in the lead is scarcely discernible, since the story does not disclose any intent on the U. P.'s part to tell who its informant was. Just another variation of the "today" trick!

"It-was-feared-today" is a third member of this collection of cripples. "It-was-predicted-today" is another. And, horrible dictu, "it-was-warned-today", an especially repulsive and crippled brother, luckily seldom seen out in public, is a fifth. There are others. The "it-was-today" family is of French-Canadian number.

So far as all the foregoing is concerned, perhaps the U. P. would have a fairly valid reply if it said, "That's our business.

If we want to force 'today' or 'tomorrow' or any other word into our leads, it's our affair, so long as we don't misstate facts. If our clients don't like it, they can stop taking our service. They evidently do like it, for we now have more than 800,—almost as many as the A. P. itself. Our clients want their news down-to-the-minute, and so we write it that way."

If the Quill had space, it would be possible to show, the writer believes, that the straining after false timeliness, plus forcing in the dramatic and pictorial element, does lead to unconscious misstatement. The writer has often said to his university classes that every word in a story may be wholly true, and yet the story be wholly untrue. The United Press is perhaps not entirely free of that type of inaccuracy, which can be illustrated by the following "today" leads:

LONDON, Mar. 23.—(U. P.)—Great Britain proceeded today to establish contact with soviet Russia. (Signed story by Ed L. Keen.)

LONDON, Feb. 8.—(U. P.)—Uncle Sam was pictured in Great Britain today as a loan shark. (Signed story by Charles McCann.)

LONDON, April 4.—(U. P.)—Great Britain's industrial life was shriveling today, its fuel supply cut off by the great coal strike. (Signed story by Keen.)

LONDON, Mar. 22.—(U. P.)—Russia laid plans today to become a world power. (Signed story by Keen.)

LONDON, April 5.—(U. P.)—Great Britain today was thrown back into war times by the coal strike. (Signed story by Keen, for years one of the chief exponents of this type of newswriting.)

Now, the indictment against leads of the above kind is that the effect to get terseness, picture, action, drama, and timeliness, into a dozen words results in a generalization that isn't quite true.

The only picturing of Uncle Sam in Great Britain as a loan shark, for example, was done by one J. Taylor Peddie, "an authority on finance," who said in part, "in an interview given the United Press," that Europe was in the power of the United States "just as completely as the victim of a loan shark in the tenement districts." Mr. Peddie's interview was for cable dispatch to this country, and so, as far as Uncle Sam's being "pictured in Great Britain today as a loan shark" is concerned, did any inhabi-

(Continued on page 12)

*SOME NATIONAL OFFICERS WHO WILL ATTEND THE
NATIONAL CONVENTION*



H. H. Herbert



Norman J. Radder



George F. Pierrot



William Cargill Sproull

A special effort is being made this year to get all the national officers of Sigma Delta Chi to attend the convention at Ames, Dec. 8, 9 and 10. Among those who are expecting to attend are, H. H. Herbert, Norman Radder, George F. Pierrot, William Cargill Sproull and Peter Vischer.

Mr. Herbert is second national vice president, and was one of the outstanding figures at last year's convention.

Norman Radder is the man with the national check book, and is a member of the faculty at the University of Indiana.

George F. Pierrot is a member of the Executive Council, and is on the staff of the Seattle Daily Times.

William Cargill Sproull, first national vice president, is connected with the Burroughs Adding Machine Co., at Detroit.

Peter Vischer, another member of the Executive Council, is on the editorial staff of the New York Evening Post.



Peter Vischer

THE COUNTRY WEEKLY'S FUTURE

By M. V. ATWOOD

Assistant Professor of Extension Teaching at Cornell University, and Publisher of the Greton, N. Y., Journal and Courier

That homely, and sometimes cynical philosopher of country life, Abe Martin, remarks that except for a temporary chairman there is nothing on earth harder to stop than a country weekly. But stopping them they have been in the past few years, at least in my own state, New York, where the decrease during the past five years in real country weeklies published in places not having dailies has been a trifle more than 11 per cent.

I am not, therefore, one who believes that the country weekly is just entering upon its era of greatest prosperity. Nor on the other hand am I one who believes that the country weekly is a thing of the past. Like almost everything else today, the country weekly, I feel, is on trial and if it doesn't make good by proving it still has its place, then it must go, and no amount of wailing about supporting the home paper nor of sentimental poetry can keep it from going.

There are three main facts which we need to consider in thinking of the future of the country weekly, and they are things to which most country publishers are not giving enough thought. The three things are these:

First, the country newspaper is essentially a small business in an age of big business; second, our small communities are rapidly becoming less isolated, with the result that the country weekly is no longer their only reading matter; third, the city daily has at last discovered agriculture and the small community.

I have said the country weekly is essentially a small business. It has, certainly, reasonably well defined limits as to territory and advertising patronage, with the possible exception of foreign advertising, and of course here there are limits as to the rates which can be charged, though I think that few country publishers have yet even approached these limits.

I have said this is an age of big business. There are few country stores in my own state which are as prosperous today as they were a decade ago. The mail order houses, the chain stores, and the nearby city stores, aided by improved transportation facilities, have prospered enormously.

There are fewer limitations on the country publisher's job printing business, but in this paper I am not concerned with work, because I have observed that



M. V. Atwood

when the job printing business of a country newspaper is developed to the extent that it eclipses the newspaper, the newspaper is quite likely to suffer, and in time perhaps be discontinued altogether.

I do not want to take too much of The Quill's valuable space to discuss what is quite an obvious point, but I wonder if even all country publishers have considered just how restricted is the business of the country weekly, compared even with the other small businesses in the community in which it is published? Let us forget, for a minute, the restricted territory in which it must circulate, and consider the size of its average yearly sales to the individuals with whom it does business. Let us say that a family moves into a community. The most that the publisher can expect from that family is the dollar and a half or two dollars for a year's subscription to the paper. Now consider what the coming of this family means to the other business men of the community. For groceries alone it is safe to say some \$5 a week will be expended, or, in a year, roughly, \$250, compared with the possible \$2 which the publisher gets. The other income in the main must come from the local advertisers and here, too, the average sales per customer will not be great in view of the lack of belief in

advertising which is characteristic of so many small-town merchants.

The restricted territory of a country weekly has been mentioned. It can hardly increase its territory, because when it does so it ceases to be a community newspaper.

My second point was that the small communities are rapidly becoming less isolated, the direct result of inventions which have revolutionized transportation and the production of printed matter: The trolley car, the telephone, the automobile, the airplane, the rotary press, the linotype, the halftone process, the rotogravure process, to name only a few.

I made a questionnaire survey of the territory of my paper not long ago and found that, village and country alike, each family had on an average of seven papers and magazines and that only ten apparently did not have a daily newspaper. Some families took as many as 30 periodicals. I realize that my territory may be hardly typical of the whole country, though my paper is published in a village of less than 3,000 population surrounded by a fair farming region. Typical or not, it shows a tendency, and after all, tendencies are of more importance than are present conditions.

The third point was the discovery of agriculture and small community life by the city dailies. At last it has begun to dawn upon the city newspaper makers that there are vast numbers of people outside of the cities, that these people actually read, that with good roads, automobiles and rural free delivery they can be quickly reached, and that it is good business to pay some attention to the needs and interests of rural readers. And they are. For one thing, the city dailies are adding agricultural specialists to their papers. Prof. Nelson Antrim Crawford, Professor of Journalism at Kansas State University, at a recent meeting of the American Association of Agricultural College Editors said, "I predict that within 20 years the metropolitan daily will regard a rural specialist as necessary to its editorial staff as a political expert or a specialist in international affairs."

Sorry as I am to say it, in my own state I think the daily papers have been quicker to respond to the awakening interest in agriculture than have the country weeklies.

But not only have the city dailies discovered agriculture, but they have dis-

covered community life as well; many of them do not scorn the personals of the country village and hamlet, and when the home bureau meets with Mrs. John Smith of Locke to make dress forms, the story is likely to get a two-column 36-point head on the nearby towns page in the city paper. By means of different editions for different sections, the city dailies in the central part of New York in some cases are actually able to furnish more local news for some communities than the country weekly for that section has been able to offer.

Said S. T. Hughes, editor of the Auto-caster service, not long ago: "Country publishers must fight the encroachments of the dailies to the last ditch. . . . If they don't, the big money-making dailies will get them sure. Presently, enterprising dailies will be using the airplane to lay down their papers, still warm from the press, at even the farmer's door. That done, the next thing will be to increase circulation by printing the town and farm-side gossip in editions made entirely for particular sections."

Do not think I am railing against the city dailies. I doubt if I agree with Mr. Hughes that the country paper should fight them. They have come to stay because they are rendering a marvelous service. But so can the weeklies render an equally great service of a different kind.

We have considered the three significant facts which the country editor must face—that his is essentially small business in a day of big business; that small communities are becoming more sophisticated; that the city daily is becoming rurally minded.

How, then, is the country weekly to meet these changing suggestions? These are the five suggestions I have to make: First, let the old law of the survival of the fittest continue to work—as it will whether we let it or not—which means there will continue to be suspensions and consolidations; second, the country weeklies must be better papers; third, the country editor must have greater ideals of service to his community; fourth, he must educate his community to a greater appreciation of and responsibility toward its local paper; fifth, and the most important because the other four are dependent on this fifth, the country weekly must be vastly more prosperous.

Now let us consider briefly each of these five points. I said that the old law of the survival of the fittest must continue. This means, I am afraid, that some small communities which could have papers in the less exacting days of the past when paper and help and machinery and ink and all the rest were cheap, must do without. I do not see, for example, under present condition how

very many communities with a territory which will not furnish 500 subscribers can hope to have a paper. Unless the people of these smaller communities have a wonderfully keen appreciation of the value of the local paper they simply will not be willing to pay what it will cost, and national advertisers will hardly be able to use economically papers having a circulation of only two or three hundred. I fear there are going to be some of these small newspaper funerals which will be as sad as any real funeral of which I have ever known. Already there have been some in my own state.

But there will be another kind of funeral which will not be sad at all—the funeral which results when the newspaper population of a town is reduced to one. When we get away from the idea—as we shall when political patronage is gone forever—that a community must have a Democan and Republicrat paper, there will be no more reason why a community should have two newspapers than why it should have two telephone systems—and I was going to say than two churches, but I won't, because I might get on debatable ground. In the last five years in New York the two-paper towns—I am still speaking of villages not having dailies—have been reduced by 8 per cent and the number of three-paper towns by more than 57 per cent.

I am much interested in the possibilities of the chain idea as applied to country newspapers, or at least in some method of cooperation whereby labor in producing news and advertising matter may be saved. I realize the dangers of such a system, but in some cases the policy of printing more than one newspaper in a shop is working well. So far I have located something over a dozen of these little chains of two, three, and in a few cases more, "links". At first, the community doesn't like the idea of its paper being printed in another town, but when it can be made to see that it is likely to be that or no paper at all they gladly take the half a loaf.

"As a matter in which you might be personally interested, would say that the three papers are got out in one country shop by half a dozen people, including myself, that their combined circulation is almost 4,000, and that two of them, The News and The Herald, are printed the same day, and mailed in their home towns on that day, the day after The Gazette appears. We do it with one press, one folder, one model 14 linotype, and one flivver. Blankville is 12 miles from Wilson and Blankton five miles.

"It is our endeavor not to publish 'a chain of papers' in the ordinary sense of the word, but to make each paper distinctive and local in character as far as

MIAMI CHAPTER HOSTS TO NEWSPAPER MEN

The Miami chapter of Sigma Delta Chi is planning to entertain all of the sport writers of the leading newspapers of Ohio when they come as guests of Miami on Home-coming Day. Home-coming Day at Miami is October 22. Plans are being made for the biggest and best celebration of its kind ever held at Miami, and the chapter is taking a prominent part in the carrying out of the program.

The plans for the entertainment of the journalists at this time include a banquet and smoker Friday evening at the "Spinning Tree", after the pep meeting for the big football game on Saturday afternoon with Ohio Wesleyan. The chapter is expecting to entertain a large number of the sport writers, some of whom have already accepted the invitations sent them.

The chapter has elected the following men at its first election of the year: Sam Black of Columbus, Ohio; Harold Oldham of Dayton, Ohio; Lawrence Lafferty of Oxford, Ohio; Grayson Kirk of Jeffersonville, Ohio; Robert Wright of Oxford, Ohio; and Richard Baird of Dayton, Ohio. All of these men are expecting to enter into the journalistic field after their graduation at Miami.

The following officers have been elected for the ensuing year: Russell H. Young, President, and Rollie C. Nye, Secretary-Treasurer.

"ACTION STORIES" WANTS LIVE COPY FROM AMATEUR JOURNALISTS

The letter reproduced in part below was received the other day by the editor of the Quill, and we pass it on to anyone who has a story on their chest.

The letter is from J. B. Kelly, editor of Action Stories, a magazine of adventure published at 366 Fifth avenue, New York City.

"We would be glad to consider stories from your editorial staff or readers for our new magazine, 'ACTION STORIES'. We want short stories of three thousand to five thousand words, free from tedious description and dealing with outdoor adventure or of detective type.

"Stories will be paid for on acceptance. We don't expect 'fine writing'. It is the story we are after.

"Will you kindly pass this invitation on to members of your staff or your readers who would be interested?"

Active chapters are asked to send in copy for The Quill at any time. No material will be used unless it has real news value, however.

(Continued on page 17)

THE QUILL

A quarterly magazine, devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American colleges and universities.

Official publication of Sigma Delta Chi, national journalistic fraternity.

FRANK L. MARTIN, Editor.
(Missouri Chapter of S. D. X., Assistants)

Editorial and business offices at Jay H. Neff Hall, University of Missouri, Columbia, Mo.

Application made for entrance as second class matter at the post office at Columbia, Mo., under the Act of Aug. 24, 1912.

Subscription rates: Non-members, \$1 a year in advance; members, 75 cents a year or five years for \$3.

AUGUST, 1921.

THE CONVENTION

The time has come for every chapter of Sigma Delta Chi to devote time, serious thought and study to the national convention of the fraternity, to be held at Ames, Ia., in December. Every organization of real worth has problems continually arising that must be met and solved in its yearly conclave. These problems, deal with the future and the progress, the making of the organization—especially as when so youthful as Sigma Delta Chi—one of real service and benefit to its members and the profession it represents. Ideals and standards of service form an integral part of the foundation upon which Sigma Delta Chi is built. That the fraternity may function properly in achieving and maintaining these standards as related to journalism, means the liberal giving of advice and counsel from the best minds of the membership at the annual convention.

Every chapter, in the opinion of The Quill editor, ought to hold pre-convention meetings. They should be more than incidental gatherings, called merely to select a delegate, although the selection of strong representative men from the various chapters is of initial importance to the success of the coming convention. But what helpful ideas will your chapter contribute through your representative, what constructive work, what plans, what methods can you suggest and present that will help in the

Some Potent Changes in Modern Newspaper Making

(Being parts of an address given by Franklin P. Glass, Sr., of Birmingham, Ala., at the recent gathering of the World Congress in session at Honolulu, Hawaii.)

There have been rapid changes in the plan of newspaper-making during the last few years. It has not been long since it was the ambition and the undertaking of the daily papers to print all the news, or as much of it as their growing incomes could afford.

But now the purpose of publishers and managing editors has been transformed into getting local news—into "playing it up" in big space with large headlines.

Even during the World War the process of transformation went on. Big battles had the first claim in the make-up, but local news was not squeezed off the front page. Today, in the majority of daily offices the country over, a sensational divorce suit in high local society or a particularly revolting crime in the neighborhood is considered worth the best talent in handling and the most conspicuous space in the make-up.

This change in standpoints as to the relative value of news has reached the smaller cities of the country, because their newspaper managers and managing editors keep close watch on metropolitan tendencies. In

how few papers is the bulk of the splendid Associated Press report printed? In many offices it is merely used as a mere index to news, by which perhaps to order specials, while the mass of it comes from too far away to consume space, and so it is thrown aside.

Even so eminent an editor as Frank Cobb of the New York World, probably the ablest editorial writer in America, lately protested against the terrific volume of propaganda and colored news termed in newspaper vernacular as "hand-outs." He is reported as having said that the press was exhausted by the war, and that it did more to debauch journalism than anything that has ever happened. He deplored the system of censorship that was used as a war necessity, and said that it has spread now into every channel.

Censorship has unquestionably gained too much of a grip on news sources, whether they be public, official, or private. Censorship is truly the "hookworm of journalism."

However, all good newspapers have not been in the past. There is evolution upward still going on, and abundant room at the top for any of them who has the will to make the way. There never has been so rich a harvest opening out for educated brains, illumined souls and trained hands in the newspaper field.

building of a bigger and stronger and a more serviceable national order? The success of Sigma Delta Chi, in building for the future, depends largely upon the interest and responsibility displayed by each chapter.

Sigma Delta Chi, despite its rapid progress, is still in the formative stage. Helping it forward toward a realization of its aims is a task well worth accomplishing. Will you do your part?

THAT WORD "TODAY"

The active newspaper worker and those who are now preparing to enter the field of journalism will find Prof. Colvin Dymont's article dealing with one phase of our so-called up-to-the-minute journalism of particular interest and significance. While Prof. Dymont singles out one press association for this piece of constructive criticism and most probably he has chosen the worst offender along this particular line, it is well for Quill readers to keep in mind that the A. P. and other news-gathering associa-

tions and services and individual newspapers are also far from being free of blame. A survey of the field will disclose other transgressors, particularly in the local news of individual newspapers where the ever-present problem of finding a press-time new development in follow-up stories.

The objection is not so much to the over-use of "today," in the Quill's opinion. It is, as Prof. Dymont makes clear, the illogical and untruthful results and opportunities for misinterpretation that often follow. Not many years ago the managing editor of a metropolitan daily in the Middle West issued an order that no news story in the future should begin with a person's name. Too many news stories were started thus, he said, and the paper was becoming trite. The order was rescinded after the first day. The paper contained an array of stories with amazing, distorted leads invented to take the place of leads in those cases where the logical way of starting the story was to use the proper name.

RECENT NEWS OF THE BREADWINNERS

Verne Burnett (Michigan), who resigned as associate editor of the National Gleaner Magazine and the Michigan Business Farmer to be advertising manager of the Liberty Motor Co., recently took charge of the advertising of the Cadillac Motor Car Co., in Detroit. He has moved from Mt. Clemens, Mich., to 4507 Seebaldt Ave., Detroit.

Lyman Bryson (Michigan, '10), who is in Europe organizing Junior Red Cross chapters, may be addressed in care of the Ligue des Societes de la Croix-Rouge, Geneva, Switzerland.

Herman P. White (Iowa), is with the Coolidge Advertising Service, in Des Moines, Iowa.

Bert W. Brintnall (Washington), spent the summer on Mt. Rainier, recuperating from a second attack of influenza, and handling publicity for the Paradise Valley Inn. Having had his fling at both metropolitan journalism and the publication of "patent insides," he is thinking of getting a country paper.

Prof. W. P. Kirkwood (Minnesota), will be absent on sabbatical leave from the University of Minnesota during the academic year of 1921-22, and plans to visit England.

Raymond Clapper (Kansas), who is with the United Press in Washington, has been assigned to cover President Harding since his nomination.

Ralph W. Moorehead (Grinnell '18), associate editor of the Northwestern Banker and the Underwriters' Review of Des Moines, was one of the speakers at the second annual meeting of the Iowa High School Press association, held at Grinnell in October.

Paul Billeter, '21 (Oregon State), has been connected with the Medford Clarion as advertising manager until recently. The Clarion is a new Southern Oregon daily.

John Richardson, '21 (Oregon State), was handling publicity for the college during the summer months. He is on the editorial staff of the college paper and is writing for the Portland Oregonian.

Frank Ferguson (Maine, '18), is assistant Sporting Editor of the Evening Sun (New York).

Paul H. Blakemore (Knox, 1918), has been added to the faculty of the School of Commerce, Finance and Journalism at Drake University, as an instructor in Journalism. Mr. Blakemore received the A. B. degree at Knox and then was graduated at the Pulitzer School of Journalism, Columbia University. Since his graduation from Columbia, he has been on newspapers in Davenport, Iowa, and Rock Island, Illinois.

John Milton Baker (Knox, 1919), who was graduated from the Pulitzer School of Journalism last June, recently joined the staff of the United Press in Chicago.

Arman Merriam (Knox, 1917), has been placed in charge of all journalism work in the public schools of Cleveland, Ohio.

E. R. Egger (Missouri, '18), until recently assistant city editor of the Springfield, Ill., State Journal, has gone to Tokyo, via Honolulu, to work on the Japan Advertiser.

Tom Dillion (Washington honorary), was recently promoted from managing editor to to editor-in-chief of the Minneapolis Tribune. He was formerly managing editor of the Seattle Post-Intelligencer.

Earle Richardson (Oregon), reporter on the staff of the Portland, Oregonian was married recently to Miss Elizabeth Stewart of McMinnville, Ore.

Mitchell Charnley (Washington), is on the Honolulu Star-Bulletin, and was designated by the Executive Council as official delegate of Sigma Delta Chi to the Press Congress of the World, in session there in October.

Ralph T. McQuinn (Illinois), who has been with the Bloomington (Ill.) Pantagraph and the Lincoln (Ill.) Courier-Herald since graduation, has joined the copy-reading staff of the Detroit News. McQuinn was editor of the Daily Illini while in college.

Rox Reynolds, is a Columnist on the Seattle Post-Intelligencer, Seattle, Wash.

Mark Haas (Washington), accounts executive of Pacific Ports, is moving to Los Angeles as a result of the magazine's change in place of publication. Pacific Ports was founded in Seattle a few years ago, and is one of the coast's most important publications.

Max A. Egloff (Grinnell '20), has joined the staff of the Sioux City Journal, handling the commercial run. Egloff was with the Chicago Daily Journal last year, and then made a trip to England.

Joseph R. Farrington (Wisconsin), is covering the House of Representatives at Washington, D. C., for the Philadelphia Public-Ledger, and incidentally acting as Capital correspondent for the Honolulu Star-Bulletin. His father, Wallace R. Farrington, recently appointed Governor of Hawaii, is the publisher of the Star-Bulletin.

George P. Stone is assistant city editor, Chicago Evening Post, Chicago, Ill.

Joseph Townsend is now managing editor of the Montana Farmer at Great Falls, Mont.

Semour Gorsline is reporting for the Spokane Chronicle, Spokane, Wash.

Harry Griffin is reporting for the Great Falls Tribune, Great Falls, Mont.

Howard Perry is reporting for the Tacoma News at Tacoma, Wash.

John E. Markle is advertising manager of the Bellingham News, at Bellingham, Wash.

John Crowe is reporting for the Portland Telegram, Portland, Ore.

Guy Mooney is city editor of the Great Falls Leader, Great Falls, Mont.

Percy N. Stone is reporting for the New York Evening Post, New York City.

Clarence K. Streit is the Rome correspondent for the Philadelphia Public Ledger.

Emmet T. Riordan is reporting for the Anaconda Standard, Anaconda, Mont.

Luke Hunt is reporting for the Chicago Daily Post, Chicago, Ill.

Edwin J. Stanley is reporting for the Butte Daily Post, Butte, Mont.

John T. Frederick (Iowa), is now editing his magazine, The Midland, from a pioneer farm near Glennie, Alcona County, Mich. He also finds time to lecture on American Literature in the

Middle West, and related topics. The Midland, which has attained rank as the finest and longest-lived magazine of purely literary character twixt the Rockies and the Alleghenies, though of limited circulation, was formerly published at Moorhead, Minn., where Frederick was head of the English department of the normal college.

James A. Fry is city editor of the Anaconda Standard, Anaconda, Mont.

Dewey Neal (Oklahoma), delegate of his chapter to the last national convention, is now on the staff of the Ada (Okla.) Evening News.

Hutton Bellah (Okla.), was with the Shawnee (Okla.) Morning News during the summer recess, returning to college as president of Oklahoma chapter.

Maj. Ingrid Dietz Carson, charter member of Washington chapter, has repatriated himself after spending seven years abroad, and is now with N. W. Ayer & Son's advertising agency in Philadelphia. He won his majority in the British medical service during the Great War. He resides at 232 Poplar St., Wayne, Pa., a suburb of Philadelphia.

L. S. Thompson (Michigan, '18), is with The Curtis Company, an advertising service, in Detroit. His residence address is 90 Owen Avenue.

Elmer E. Beard (Washington honorary), "Sage of Biddle's Ridge," former publisher of the Vancouver (Wash.) Columbian, and author of the famous headline "To Hell With the War; Let's Build the Bridge," is the new owner and editor of the Port Angeles (Wash.) Daily and Sunday Herald.

Samuel Raphaelson (Illinois), who devoted himself to the higher reaches of literature in Chicago until recently, is back at the University of Illinois (359 Administration Bldg.) as a member of the English faculty.

Frank E. Mason (Ohio), who is back in Berlin as correspondent for the International News Service, may be addressed at the Hotel Adlon, Unter den Linden 1, am Pariser Platz, Berlin, W. However, the name of the Hotel will suffice.

Howard Jones and Richard Graham, of Columbia chapter, were on the staff of the Daily News Record in New York this summer.

Lyman Hague Thompson, charter member of Knox chapter, and editor of the Galesburg (Ill.) Evening Mail, is to

be instructor in journalism at Knox College next year. He studied journalism at Columbia University after graduating from Knox.

Prof. Reuel Barlow (Wisconsin), of the University of Minnesota journalism faculty, taught at Wisconsin during the summer session.

Fenn Hossick (Michigan), lately of the advertising department of the Burroughs Adding Machine Co., is now with Power, Alexander and Jenkins, advertising agents, in Detroit.

Wellington Brink (Kansas State), whose journalistic adventures have included service on the Topeka State Journal, the Cleveland Press, Farm & Ranch, at Dallas, and the Iowa Homestead at Des Moines, is now managing editor of the Sweet Potato Bulletin, a monthly journal and the only publication of its kind. It is issued by the Lightner Publishing Corporation, 401 Empire Bldg., Birmingham, Ala.

Donal Hamilton Haines (Michigan), novelist, short story writer, dramatist and "Colyum" conductor, has forsaken worldly quietude for the hurly burly of academic life. He holds two fellowships in journalism at the University of Michigan, and is a valued addition to the faculty.

Frank Thayer (Wisconsin), associate professor of journalism at Washington State College, is on leave of absence from Pullman, and is assisting H. F. Harrington (Ohio), director of the Joseph Medill school of journalism of Northwestern University. Thayer ranks as visiting associate professor of journalism. Prof. Harrington has been, for several years, in charge of instruction in journalism at the University of Illinois. George P. Stone (Montana), of the staff of the Chicago Evening Post, is assisting in the courses in newspaper reporting and writing. Lee A. White, National President of Sigma Delta Chi and a member of the administrative staff of The Detroit News, will be one of the non-resident lecturers on journalism.

Herbert Byer (Ohio), is the first to receive the Wolfe Journalism Medal at Ohio State University as a reward for excellent class work and a thesis. His paper, "Journalism, Jeers, and Justice," was printed in The Ohio Newspaper, a magazine published by the department of journalism.

Three of the "Freeman Pamphlets," published by B. W. Huebsch, New York, have been written by members of Sigma Delta Chi. They are "Where Iron Is,

There Is the Fatherland," by Clarence K. Streit (Montana); "Civil War in West Virginia," by Winthrop D. Lane (Michigan), and "Asia's American Problem," by Geriod Tanquary Robinson (Stanford).

Russell Lord (Cornell), who began reporting when he was 14 years old, has been appointed assistant editor at Ohio State University.

Ralph Casey (Washington), formerly of the journalism faculties of the University of Montana and the University of Washington, has returned to Seattle after spending a year on the New York Herald. Address, 4542 Brooklyn ave., Seattle.

Stacy V. Jones (Washington), who has conducted a column of humor and verse on Stars & Stripes, in Washington, D. C., since leaving The Detroit News two years ago, is now with the Washington Herald.

John Towner Frederick (Iowa), editor of The Midland, is teaching at the University of Iowa this fall, but will return to his tar paper sanctum in the North Michigan woods in the spring.

Harry Mann (Missouri '21) is city editor of the Jefferson City (Mo.) Capital News.

Gibbons Lacy (Missouri '21) has given up his work with the Carl Crowe Advertising Agency in Shantung, China.

IT MUST HAPPEN TODAY: A PROTEST AGAINST FAKE NEWS DISPATCHES

(Continued from page 6)

tant of Great Britain get a chance even to read the interview?

"Russia laid plans today to become a world power!" Vivid, breezy, full of British thermal units,—but if the Quill had space for an analysis of such an utterance,—Lawd-a-Massy!

The world can well do with a little less color and dash and so-called timeliness. What it needs most in its news is more sobriety and reality. After all it wouldn't cause any casualties among either the public or the United Press staff if the terrible fact that a happening occurred last night instead of today were faced bravely. Of course, if the U. P. cannot face it, there is no limit to the length to which things can be carried. Daily the writer expects to read:

NEW YORK.—(U. P.)—John Smith is still a corpse today, having died at 7 p. m. last night. Why not?

APPRECIATING THE ARTIST THROUGH THE LORNETTE

By MARSHALL D. BEUICK

Peoples' Home Journal Staff

The attitude of that part of the American public that believes itself artistically appreciative in its relation to living artists was demonstrated in part by the farewell in New York to William Mengelberg, the Dutch musician, who conducted the National Symphony Orchestra last winter. At this concert the devotees of music manifested their sincere appreciation for the musician by embracing and kissing him. The fringe of romanticists, which is the tittering periphery of the real interested group, did likewise and went home to tell about the orchestra leader, forgetting his work, or not mentioning it, because it was not understood.

Lee O. Lawrie, a New York sculptor and former instructor at the Yale Art School, analyzes the attitude of a great part of the American public in its reaction to creators in all arts as an expression of romance unfavorable to the arts.

Any artist, he finds, whether he be sculptor, painter, musician, actor or literary man who is personally attractive and comes before the public in person, receives a halo of romance which most of the sentimental dilettanti visualize about his brow. Having done this the public soon overlooks his work, forgets the names of his masterpieces, although they may have heard, seen or read them without understanding. They chatter about his appearance, build, coloring, his pet diversions, his now famous bits of repartee, and his intimate life and personal traits. The artist has been dubbed knight by an admiring populace, and enters the aristocracy. The dilettanti has no titled people and nobility to laud, so it must create its blue blood lineages, that are dethroned later for new artists.

There is a deep emotional gratification in this that corresponds to sexual sublimation. Strictly speaking it is a deep-seated romantic attitude toward artists about whom it is so easy for sentimental persons to conceive romance. The dress, and sometimes the affections in manners of some so-called artists stimulates the emotion which so readily arises.

"Of course," Mr. Lawrie says, "the artist as an individual counts. An imaginative person who lacks individuality, if that is possible, cannot be an artist. But he does not become more individualistic by the irrational laudation of the pub-

lic. He is already individual. The real artist does not want this reception by the public. He wants to be well thought of as a man, but primarily he looks for appreciation of his work. Even then, if he gets that, what the public thinks of him as a person is of small account to him."

Often the people, who want to understand and appreciate art, in trying to fulfill their wish find themselves projecting their appreciation toward the artist himself which is so much easier for them. They soon arrive at the state where they think it is the thing to do, and become patrons of all activities whereat artists show themselves. It is the next best action, but proves unfortunate for the wider appreciation of the man's work.

Among the Elizabethans there were few worshippers of artists but people knew dramatists' works and poets' songs. There is no indication that they held artists in the same view as today. In fact, actors had to confine their activities to one quarter of London, and artists as a class were thought to be beyond the pale. There were nobles then who received about the same recognition that the popular writer or musician does now.

The psychology of this admiration for the renowned individual is a transference of oneself into him, an identification of his qualities and accomplishments with what we should like to have ourselves. A very simple manifestation of this is the naming of children after great men as if by this act of "magic" the child shall become what his namesake was. The youth who has literary aspirations invariably talks about and hangs the picture of the famous literary man he should like to emulate. He does not hang the picture of a great scientist or statesman. This is identification similar to that of the person who kissed the orchestra leader, yet was not really conversant with his technique but who would like to have been.

Ibsen realized only too well the romantic attitude of the public toward the great man. When Ibsen's plays came to America, the reviewers and literary panderers began to discover tremendous subtleties in Ibsen's interpretations of life. Here was a phrase of unusual significance; here was another pregnant with a variety of meanings, two or three were discoverable, all were keen and

therefore the creation of a powerful intellect. Ibsen laughed at all that American emotions were fabricating about his works, and told the nurse of his declining days that his plays and stories were only the simplest observations drawn from life in order to show a self-deluded people what life contained besides the delicate tracery of romance.

This same thoughtlessness found among emotional devotees of art is discovered in many who are striving haphazardly to do great work. We cannot escape from the scientific spirit if we are to do good work consistently. In sculpture the worker must have a thoroughgoing knowledge of mechanics and mathematics insofar as they affect the details of his work, and he must understand man's anatomy and that of any animals whose figures he shall sometimes represent. There are artists who ignore too decidedly those scientific factors that should be considered in the creation of a work if it is to approach nearer the ever-advancing goal of perfection. They flounder and retrogress to attempt to get an effect that clear thinking with scientific facts, aided by the imagination, which works with observations and past impressions, could have brought them closer to. Sometimes an artist produces a few mediocre works, and then by chance creates something that seems to meet the technical considerations in art and possesses the beauty that his former works lacked. Then we call him a genius. This genius thereafter rarely creates anything but his mediocrities and these are acclaimed as great works by romantic devotees because they are the creations of a "genius". The same coincidence occurring again in the work of the same person is unlikely. On the strength of his one great accomplishment, the so-called genius thereafter holds fame, and is at least for a time classed with real geniuses.

The romantic art devotees and the haphazard artists have at the basis of their interest a similar tendency to avoid technique and escape to the emotions. They are both unscientific to the limited degree necessary, and are primarily romanticists.

Lee A. White, national president, is urging all active and alumni members of Sigma Delta Chi to attend the national convention. Don't forget the dates—Dec. 8, 9 and 10.

VIRGINIA CHAPTER ACTIVE ON FOUR COLLEGE HUMOROUS MAGAZINES

The Virginia chapter of Sigma Delta Chi completed a most successful season last year and from present appearances will again repeat the performance of controlling all the journalistic enterprises of the University of Virginia.

The Virginia chapter has bid only one man since the opening of the University, A. W. H. Taylor, editor-in-chief of the Virginia Law Review, and his reception of the bid marks another acceptance to enter the brotherhood of Sigma Delta Chi with not a single rejection of the offer since the Virginia chapter has been installed.

H. F. Parrish, president of the chapter again heads The Virginia Reel with brothers Russell Parrish, C. B. Frazer, and R. F. Carroll as art, circulation, and advertising managers respectively.

Sigma Delta Chi also numbers among its membership R. Maury, editor of College Topics, the University newspaper who has as assistants, M. F. Cox and C. B. Frazer as news editors and also R. L. Hinds as athletic editor.

On Corks and Curls, Sigma Delta Chi is represented by Russell Parrish, editor, H. F. Parrish, assistant editor, and R. Maury and F. R. Reade as members of the advisory board. J. W. Stites is also a member of the art staff of Corks and Curls.

Brother Reade, former editor of College Topics and Corks and Curls, is this year the business manager of Topics.

The Virginia chapter lost one man this fall when A. W. Fant left Virginia and went to Columbia to take an advance course in journalism. He is there affiliated with the Columbia chapter.

PUBLICITY CAMPAIGN FOR UNIVERSITY OF MONTANA MANAGED BY S. D. X.

The Montana chapter initiated seven new men into Sigma Delta Chi this fall. All of the new members have shown remarkable ability in the journalistic field and are either holding or have held responsible positions on University publications.

A definite pledging season has been adopted by the Montana chapter and her prospective members are notified of their good fortune either late in the fall or spring quarters of each school year. Those who are pledged in the spring quarter are not initiated until the following fall quarter. This makes an added inducement for the men to return to complete their work in journalism and not enter into their life work prematurely.

A publicity campaign is being conducted for the University of Montana

by the local chapter. Each of the members has been given two or three of the larger cities of the state, and are busy writing stories to the newspapers of those places. The stories deal with the accomplishments of university students who come from the respective cities. A local interest is gained in this way which is otherwise unattainable.

SILVER LOVING CUP OFFERED AS LITERARY PRIZE BY OREGON

The silver loving cup offered as a prize by the Oregon State chapter for the greatest amount of published matter in a term was won by John Richardson, '23 (Oregon State). Richardson in winning the prize established a record for the department of journalism in the largest amount of published material in a college term.

Engraved fountain pens were awarded the winners in the feature story and beginners contests.

Much interest has been stimulated in good journalism through the efforts of the chapter in starting these contests, it is thought.

A moving picture scenario written and played by the students of the college has been planned by the chapter and it is expected that a definite move will be made by the first of the year.

OREGON AGGIE CHAPTER INITIATES EIGHT— THREE NEWSPAPER MEN

The chapter at Oregon Agricultural College initiated eight men into Sigma Delta Chi last spring. Three are graduate members and are leading successful journalistic careers. Carle Abrams is managing editor of the Oregon Statesman and Pacific Homestead, Salem; Bernard Mainwaring, former editor of the O. A. C. Barometer, is publishing a newspaper in the eastern part of the state. Dennis Stovall has acquired fame as a short story writer.

Undergraduates initiated are G. Allen Brown, member of the Barometer staff and manager of the 1923 Beaver, the college annual; Wayne K. Davis, editor of the 1923 Beaver and Barometer staff; W. Verne McKinney, assistant editor of the 1923 Beaver and Barometer staff; John Richardson, correspondent for several metropolitan dailies; and Fred Kelley, sporting editor of the 1923 Beaver and Barometer staff.

GRIDIRON BANQUET AT M. U.

Among the activities of the Missouri Chapter this year will be a Gridiron Banquet, fashioned somewhat after the stunt of the same name at the University of Illinois.

ATHLETES AS WELL AS JOURNALISTS RECOGNIZED BY MONTANA CHAPTER

Members of the active Sigma Delta Chi chapter at Montana have taken considerable interest in the school's activities. At the present time the chapter boasts of five letter men, while the remainder of the group have distinguished themselves in other forms of activity.

Lawrence Higbee who was pledged and initiated during the last term, and who is at present editor of the school paper, "The Kaimin," was awarded the Schreiber cup for all round proficiency in scholarship and athletics. Higbee was a member of the 1920 football and basketball squads, receiving a letter in both sports. He also captained the 1921 baseball squad which took the championship of the northwest conference.

Roy Kershner and Theodore Ramsey, both initiated last term, were members of the football squad and won their letters. Ramsey has a regular berth on the present first string as linesman.

George Scherck, who graduated in June, 1920, is back taking post graduate work. Scherck coached the Butte High School football team during the 1920 season.

Neil McKain, letter man in baseball, has returned to school and resumed his study of journalism. McKain spent the summer in the training camp of the Pittsburg Pirates, and was forced out of training by a sprained ankle.

Lloyd Thompson, a member, and John Stone and Donald Stevens, pledges, received recognition of their literary ability through the book, "Poets of the Future," published annually by the Stratford company, Boston. The book, which publishes annually the best college poetry in America, gave honorable mention to the work done by these men. Stone's, "To a Barbed Wire Fence," Steven's, "The Trout," and Thompson's, "You Are Returning" were first published in "The Frontier," literary magazine of the University. Steven's work won the Joyce memorial literary prize. It was learned later that the poems had been recognized by eastern critics.

Ronald Cain, who was initiated during the spring quarter of the 1919-20 term is at present business manager of the school paper. Cain held this position last term. He was also elected Junior class president last year.

Robert MacHatton, pledged and initiated last year, has returned to school after touring European countries. MacHatton spent the summer in England, France, Italy and Switzerland.

FOUR ON SHOWME STAFF

Four members of Sigma Delta Chi at Missouri University are on the editorial staff of The Showme, a college humorous magazine.

DIGGING FOR NEWS

BY W. B. KIRKWOOD

Member of Executive Council of Sigma Delta Chi

The will to dig is one of the biggest and best assets in newspaper work. "Dig or Die" would not be at all a bad motto for the young initiate in journalism to paste in his hat or on the cover of his notebook or somewhere else where he will see it every day—several times every day. It certainly would be a good motto for the neophyte to have around. By the time one has become a real initiate, he may have it so engraved on the tablets of his memory as not to need to see it in actual black and white from day to day.

This may sound like a gratuitous piece of preaching. Nevertheless, it is needed. It is, at least, if the neophytes everywhere are like those with whom I have come in contact in a considerable experience in newspaper work. Again and again young men who have been looking forward to a newspaper career or who have made their beginning at such a career have given me the impression that they looked on the gathering of news much as the prospective gold miner looks on the possibilities of some newly discovered gold region—that all they had to do was to go out and shovel up the news and make a journalistic fortune. News is not gathered in that way; at least not the kind of news that makes journalistic fortunes. Such news has to be dug for.

And one has to learn how to dig, by digging. It is a question whether schools of journalism ought not to institute courses in digging for news. Of course, instruction in this direction is supposed to be given in courses in reporting, but it is not given enough emphasis. The student who turns in a story which shows that he has merely skimmed the surface of an assignment ought to be sent back to dig deeper. Skimming is one of the gravest faults of the average beginner. This could be corrected in a large measure at the outset, if a course could be given in which the art of digging was taught through assignments especially designed to make the student dig—dig—dig, and through a study of news stories which had a history of difficult digging behind them. For those, however, whose journalism school days are over, but whose work in the newspaper field is only beginning, digging must be learned by digging.

Nowhere do beginners fall down often-er in the application of this necessary art—or, perhaps, it should be called industry—than in approaching men for news or interviews. If the man approached is

a city official, say, the young reporter too often goes to him with the question: "Well, what's the news today?" The city official looks blank, scratches his head for a moment, and answers: "Nothing doing today; not a thing; just the routine grind." And there the matter ends. City officials and others not in newspaper work don't know what news is; or, if they do, they don't take the time to make note of news stories, for that is not their business.

The very kind of thing mentioned happened in a small western city within the last few weeks. A student reporter approached the mayor of the town with the perfunctory question, "What's the news?" The mayor was able to think of nothing that would make a story.

The student later was talking with a newspaper man of somewhat more experience, who had recently come to the town and had found difficulty in tracing certain addresses because the names of the streets were not posted at street intersections. "Why don't you go to the mayor and ask him why the streets of his town have no names?" asked this man of the student. "If he says they have names, tell him they might as well not have, so far as the stranger in town is concerned, and then ask him whether the city council has not had under consideration the matter of posting street names. If he tells you the matter has not been discussed, ask him whether he won't bring the question before the council, inasmuch as strangers have been criticizing the town because of its lack of street signs. If he says he will, you have a story; it may not be a big story but it will be one which will interest a good many readers after all. If he says he won't, you still have a story, for you can get his reasons, and then write a tale about the fact that strangers within the town's gates have commented on the absence of street signs, but that the mayor does not think the matter worth bringing to the attention of the council."

The student went back the next day and put the street sign problem before the mayor. He found that the council was considering the problem and was going to try an experiment in the use of a particular kind of sign.

Now the digging in such a case should be done before the man to be seen is approached. In this case the student should have asked himself what a mayor is for. Having found the answer to that question—that a mayor is a town's business manager,—he should have cast about

for something the town was doing or might do, that would be of interest to his paper's readers. Then he could have gone to the mayor in the first place with definite questions, with ideas. Very often such a plan leads to "starting things," to the creation of news.

Digging for ideas, for news story germs, is one of the most productive things a newspaper man can do. Where do these fertile minded city editors and managing editors get all of the seemingly original ideas which find their way into an assignment book? Out of their heads? Only in part. They dig for them. They dig for them among persons they meet on the street, in the restaurant, at the club, or even in church. They dig for them in the magazines, in such publications as the Literary Digest, the Review of Reviews, the Scientific American, and in the bulletins and reports of business, professional, scientific, and other societies or associations. They dig for them in the columns of their own and their rival's newspapers. They dig everywhere. And the new reporter will do well to copy their example, reading voraciously and omnivorously; seeing many persons, starting them to talking about things they are interested in, and then letting them talk; keeping their eyes everlastingly open for things that are being done or left undone in their communities, and then getting after those who are doing or neglecting to do.

The notebook, by the way, has a place in the reporter's equipment. It is not a thing to flash on the interviewee, it is true, for the interviewee may be timid about being quoted, but it is a thing in which to record dug-up news story nuggets and comment, among other things.

At a banquet in Quebec several years ago I sat next to a fellow newspaper man. Across the table sat the chief engineer of a palatial new Atlantic liner which had just been put in commission by the Canadian Pacific Railway company. My fellow newspaper man began to ply this engineer with questions about the engines and other up-to-the-moment equipment of his great ship, and about ocean shipping in general. Presently the engineer got up and left, and I have wondered sometimes whether it was not because of the fusilade or barrage of cross-questioning my friend had directed at him. But the newspaper man was digging. He was laying up stores of information. He might have obtained such information, perhaps, in a better way, simply by getting the engineer started to

talking, avoiding so many questions; but he was digging. And that man has kept on digging ever since. As a result, he was sent to Europe during the recent world struggle to dig up news for one of the great press associations, and he not only dug up such news but he dug up information which was worked into magazine articles which must have brought him large sums.

I have heard a newspaper man, whom I know well, tell young newspaper men—beginners—that a good pair of legs counts for almost as much in newspaper work as a good brain. In support of this, he recites the story of his first scoop. He was covering the hotel and railroad runs in an important northern city. One evening, after he had been on duty all day and was thoroughly tired, he dropped in at the city's leading hotel. There he learned from the clerk that the directors of one of the big railroad systems of the country were in town. He knew that the directors after their regular annual meetings took a trip over the company's lines, that the tour was a more or less perfunctory thing, and that in past years it had not meant a great deal in the way of news. Consequently, when the hotel clerk told him that the railroad visitors, after getting dinner at the hotel, had returned to their car in the railroad yards, realizing that the hour was late and that the men might be in their berths, he was tempted to skim the surface—write a story about the directors' trip as he could get it from the hotel clerk, the hotel register, and what he knew of previous visits of the kind. But his journalistic conscience would not let him. In spite of his weariness, he took his way afoot to the railroad yards; his paper would not stand for taxi fares. That decision fixed him as a confirmed digger for the rest of his years.

The first man he came upon, after getting through the gates at the station, was the president of the road, talking with one of the directors, and the first thing the president of the road told him was that the company was to build a new station there.

Now the railroad had in that city an old, old station, dating back to the days when the city was a small town. It was one of those boxcar type of stations with a waiting room for women in one end and another for men in the opposite end and a ticket office between. It was dingy, dilapidated, and ugly. For a decade or more, the newspapers about once a year had announced that the road was to build a new station, but no new station had been built, and newspapers and citizens had come to look on the thing as something of a joke.

Yet here from the chief authority of the company was the announcement that a station was to be built at once, a sta-

tion in size and architecture suited to a city of recognized importance.

The story occupied "star" position on the front page of the reporter's paper the next morning—and the rival paper had no such story. It was not only a great story, but it was a story in which every railroad man and every citizen was interested. And every time the man who got the story looks on that station today, with its tall and beautiful tower, modeled after one of the famous towers in Spain, he remembers that first scoop and the lesson it taught him as to the value of digging and the worth of a good, sturdy and willing pair of legs as a help to the digger.

This same man sums up his views on digging now in this: "The real gold-digger in journalism is the news-digger. Perhaps he doesn't get a lot of gold for himself out of the diggings but he gets the pure gold of the news."

MANY S. D. X. CONTRIBUTE ARTICLES TO BUSINESS

Business, the house organ of the Burroughs Adding Machine Co., has been recruiting some writers from schools of journalism, and has already printed eight stories on various phases of business problems that have been written by graduates of such schools.

Lucien Kellogg, editor of Business, has recently sent out form letters to a number of members of Sigma Delta Chi whose training and experience has qualified them to write on business subjects. Replies from this letter are coming in fast, according to a letter from Mr. Kellogg.

Among the men in Sigma Delta Chi who have already sold stories to Business are E. W. Davidson, (Kansas); William C. Sproull, (Kansas); George F. Pierrot, (Washington State); Carl H. Getz, (Washington State); Earl Christmas, (Missouri); C. G. Wynne, (Missouri); Frank T. Tucker, (Wisconsin); Walter A. O'Meara, (Wisconsin).

NEW COURSE AT KNOX

The journalism course at Knox College will be offered this year by Mr. Lyman H. Thompson (Knox, 1917). Mr. Thompson had his first newspaper work on Spokane and Seattle newspapers and in his Senior year at Knox was editor of the student newspaper, "The Knox Student".

Following the war, he was editor of the Galesburg Evening Mail, and later, Assistant to the Advertising Manager of the American Radiator Company, with headquarters in Chicago. In 1916, Mr. Thompson took graduate work at the Pulitzer School of Journalism at Columbia University. He was one of the charter members of the Knox chapter of Sigma Delta Chi.

DENVER CHAPTER BUSY IN PUBLICATION WORK AND SCHOOL ACTIVITIES

Denver U's weekly newspaper, quarterly literary publication and annual are all in the hands of the Denver chapter. The editors of the paper and the magazine are members and the editor-in-chief of the yearly book is a pledge, soon to be initiated.

The Denver Clarion, the newspaper, jumped from four to eight pages under the care of Frank A. Cannon, Jr., its editor. He has recently completed an edition for every department of the university. A literary page has been inaugurated this year that is the pride of the English Composition department.

Inklings of Quill, the short story quarterly, opened fire a heavy volley at its birth. Garrett S. Tamminga, the instigator has received praise from many contemporary college magazines of this sort. Nothing ever attempted in the Rocky Mountain region has equalled it.

Every year the Junior class puts out what is known as the "Kynewisbok"—the royal book of wisdom. Frederick Ruble, pilot of the book for the class of 1923, has made a careful study of other college annuals throughout the country and is going to take the best of each.

Denver chapter is planning its usual fall banquet, and have invited the Bread Winners that will be able to attend. This affair is the only stunt outside of the regular meetings.

Copies of "Scoop," publication of Denver chapter are being printed for the coming banquet. It is replete with spicy wit to liven the evening.

Frank H. H. Roberts, is back in Denver U. teaching Spanish to the frosh. He was managing editor of the Las Vegas Optic for almost two years after his graduation. Roberts spent the summer making excavations in the Mesa Verde cliff dwelling ruins.

Frank J. McEniry is a star reporter on the Rocky Mountain News, Denver. He covers the Federal building, and a good deal of big stuff. Mac has been with the News since his graduation in 1919. He started in as keeper of the morgue.

Daniel K. Wolf graduated from law school of D. U. last spring and passed second in a stiff bar exam. He copped all of the oratorical and debating honors that the University offered. He will probably go in for criminal law—he ought to at any rate.

Edward King is a Senior at Denver Law school this year.

Harold B. Bretnall is teaching history in North Denver high school. He married last fall, and now has a young son, William B.

THE COUNTRY WEEKLY'S
FUTURE—BY A MAN
WHO HAS STUDIED IT

(Continued from page 9)

possible. In doing this we set from four to nine galleys of new matter for each of the eight-page papers, besides using what is suitable from The Gazette. We are trying to take advantage of the obvious economics of doing all the work in one shop, and so far, we find that the scheme will work if it is not pushed too far."

Here is part of a letter from a New York publisher who is successfully printing three papers. It shows well just the ideals which a publisher must have if he is to succeed in the chain plan:

"I have not purchased The Herald and my name does not appear in connection with it. I have leased it from the owner and left his head printer in charge of the office and job printing. He also helps on the local news end and has the title of editor. I am not seeking publicity for this arrangement, as it is my constant effort to foster the community's local pride in its newspaper and keep in the background the fact that it is printed in a neighboring town. Maintaining the job shop and business office in Blankville and keeping my own connection with it as unobtrusive as possible assist in doing this."

My second suggestion was that the country weeklies must be better papers. With the increased circulation of city magazines and newspapers, it is going to take more to satisfy country weekly readers than formerly. More thought must be given to typography, to local illustrations, to careful and correct writing. And most of all the country editor must learn the value of the local feature story, which most editors have neglected. The country editor must remember that more and more the nearby city papers will be able to print, before the country weekly can, the actual news of the small communities, badly garbled many times, to be sure, because of the haste with which it has to be gathered, but still is freshness as news is gone. Yet the details which make it into the feature story of human interest to that particular group of folks, the city writer simply cannot give because of his lack of knowledge of local conditions, and of his mad rush to get to press.

Perhaps another way to put this is to say that the country editor must get a broader view of what is news. As an Ohio editor phrased it not long ago, the country editor "must be able to gather news and write it so it is entertaining whether it is news or not." Ralph Tennell, formerly of the famous Atchison Globe, I believe, said that on a country

daily with which he was connected they had a theory that the duller the day the better must be the paper. And it became an actual fact that on dull days, he said, when not a real item was stirring, the paper attracted more attention than at any other time.

The personal item has always been the bulwark of the country weekly and it will always be, because folks are more interested in folks than in anything else. Again it is the Atchison Globe, I suspect, which tells of a certain young man who entered a newspaper office recently. "I was intensely shocked to read a notice in your paper of my engagement," he said. "I cannot tell you how shocked I was. I was positively chagrined. My fiancée was chagrined. We were all chagrined. How much for fifty copies of the paper?"

The editor of the American Magazine, which has built its wonderful success on personalities, says that if a New York paper could get as close to its readers as can the country weekly, it could have three million circulation; but, he adds, it can't.

If these human interest stories about folks the reader does not know are so intensely interesting, how much more so they will be when they concern folks of the community. The personal item of the country weekly of the past is in for a glorification and elaboration in the country weekly of the future.

Publishers of community feature papers—for that is what I think the country weeklies are to become—will be on the watch for human interest stories about their own folks the same as the Sunday newspapers and the magazines are now. And most country editors, I think, will marvel at what rich mines they find, when they begin to work them.

And it goes without saying that it is into the open country, to the farms, that the editor will go for many of these human interest feature stories. For the country weekly of the future of all things must be rurally minded.

The third point was that the country editor must make his paper of greater service to its community.

Ed Howe says that a country paper should not only be as readable as possible but "as beneficial to the individual and the community as God will let you make it". Do not think I feel the country weekly of the past has not rendered service. It has, more than any community realizes, but it has hardly touched its possibilities for helpfulness. Service and militancy are not the same, though at times it is probably necessary for all editors to become militant if they render the service which they should. But above all else they must appreciate their responsibility to their own communities.

The spirit of that South Dakota editor is needed, who, when one of the men with whom he was working, wanted to hurry the paper to press even if it were slighted, said, "Son, our patrons are entitled to our best efforts. We are going to do this thing right if we have to stay here until morning."

The publisher of a country weekly must remember that about all he has to sell is community service. The country weekly is a community institution. We keep harping away on that in New York state, putting the country weekly in the same class with the school, and the church and the home and farm bureau and hope in time to make editors as well as communities see its truth.

The editor of the future must not be tied up with such a mass of detail in the mechanical production of his paper that he will not be able to assume the position of community leadership which is rightfully his.

I have noticed that the most successful publishers—financially as well as in other ways—spend much time in community activities. In a questionnaire which we sent to country editors of New York not long ago we asked how many hours a week were spent in community work. One man facetiously replied, "too darn much". I think he had the wrong idea.

The promotion of community enterprises, such as the school, the chautauqua and all the rest—and not, by the way, free of charge, when the promotion becomes advertising—are ways in which the country weekly can and always has served its community, though with greatly varying degrees of effectiveness. There is one other big kind of service which the country editor can render which in the future will perhaps be greater than any of these others—he can sell the community to itself.

With the flood of cheap books and many different magazines telling of the glories of the city—and seldom, by the way, of its seamy side—the country and village have come to look down upon themselves. They have begun really to believe that the city is better than the country. No agency can counteract this any better than can the country weekly. The farm paper can not do it effectively. For glorifying country life in general is not the same as vividly telling to the people of Bloomfield of the good things of Bloomfield township. Please do not think that I am advocating any campaign to "keep the boy and girl" on the farm. I have little sympathy with such talk. Why should a boy or girl stay on the farm just because he was born there unless he really wants to stay? I believe that many boys born in the city would find infinitely more happiness and satisfaction in the country, just as there are doubtless boys and girls born in the

country who will never find happiness there. All I ask is a fair deal for the country, so the country can see that all the advantages are not on the side of the city. This, at present, is the great service which the country weekly can render.

Just as the editor must have a greater sense of his responsibility to his community, a greater ideal of service, so must the community be taught to have a greater sense of its own responsibility toward and appreciation of its newspaper.

I can not wholly agree with one writer who says that "Wherever it is and however often it is published, a paper is just what its editor and publisher have the vision and the practical ability to make it." This writer forgets a country weekly is the product both of the editor and the community. We have to do things by the volunteer method in the country, from fire fighting to concert and lecture promotion, and it is well it is so; that is what makes community life. I have seen communities in which I would defy any editor, no matter how big his vision, to publish a worth-while newspaper. There are cross-grained and cantankerous communities just as there are cantankerous and cross-grained folks and seldom is either worth the time and thought it takes to reform. No doubt the editor could win out in time, but there is always the chance that the community will succeed in breaking the editor's spirit and his enthusiasm and his belief in community life.

But every community—even the good one—needs educating as to the newspaper's value. The editor can help, and so can the state college of agriculture. I believe that it is a work which more state colleges should undertake.

Too often a feeling of armed neutrality exists between the editor and the community. I am convinced that often this is the result of ignorance on the part of the public of the intricate art of printing. It is surprising how little the average person knows about newspaper making. Frequently, I test audiences by holding up the most simple of the printer's tools, the make-up rule, and seldom do I find anyone who knows what it is. But hold up a hammer, a brush, a trowel, and instantly the beholder will associate it with the craft to which it belongs.

Most country editors, I think, would do better work, if occasionally they received a word of appreciation. I heard a country editor pour out his soul not long ago in these words: "Most editors find their reservoirs of enthusiasm and public spirit run pretty low at times and a word of public appreciation would be like a spiritual bath, an electric charge, an opening of the heavens to the rays of the sun on a dark and sodden day."

An acquaintance of mine, formerly of the federal soil survey, who, by the way, has recently bought a country weekly in Alabama, half humorously expressed the same idea in a letter to me not long ago in which he said:

"Now, few people appreciate any sort of a paper, especially a weak, struggling sheet. It makes little difference how good it is, nor how well the editor plays them when someone dies, gets married, or stops a runaway, it is stylish to make fun of a little paper. 'Nawthin' in it as usual. Kin read it in five minutes, etc., etc."

They are not taught to. Editors must teach people to appreciate it. They must have the patience of a Job, the wisdom of a Solomon, the leadership of a Moses, the keenness of Paul and, above all, the hand-polished craft of Judas Iscariot—and use it all, every week to teach appreciation. Readers do not know how good a paper is until they are told. They need education, and editors must give it ubiquitously, inscrutably, and constantly.

"Appreciation is the only attribute of the human heart that is never scoffed at nor ridiculed; it is an ace card, or joker, it covers a multitude of sins, it smooths the rough places, knocks down opposition, disarms suspicion, makes friends, kills enemies. When I become an editor, I intend to play it hard. It's absolutely safe. People may scoff the holier emotions of the heart but not gratitude.

"Now, why cannot an editor teach people to appreciate him, appreciate his paper, ask their advice, call them up and ask them if a certain article met with their approval? Why cannot a man be taught to wheel up to an editor and, not tell him his paper is 'Jess fine,' but use discriminative, constructive criticism and select some article and tell how much it meant to him and tell it so the editor's vest will burst?

"Why cannot an editor educate people to do so? He can."

Lastly, the country papers must be more prosperous. That is the biggest need of the country weekly today. I would say this whether the person to whom I was talking were interested in the country paper from the point of view of the community or of the editor and his family. Dr. Liberty Hyde Bailey, the well known writer on county life, lists "The ability to make a full and comfortable living from the land" as the first of his four requirements of a good farmer. In other words, if he is not making money he is not a good farmer. So the country editor who is not making money is not a good editor and so is not good for his community.

A preliminary checking of the first replies to our questionnaire to New York

country editors would indicate that the average difference between money received and money paid out, not including any salary for the owner, is around \$2,035. This looks to me as if the editors were getting nothing for doing business, for as a salary solely the \$2,000 surely is only a reasonable figure.

Why do I say that it is as important to the community as it is to the editor that he shall be prosperous? Because a struggling down-at-the-heels paper cannot serve its community adequately and is not a good advertisement for the town.

What do I mean by more prosperous? First of all, a salary of at least \$3,000 for the editor and then a reasonable return on his investment.

Where is this revenue coming from? Not too much of it from job work, for the reason I have already suggested, but from a proper charge for advertising, and perhaps most of all from a larger charge for community service—in other words, subscriptions. When one is selling newspapers it is difficult to charge more than the \$1.50 or \$2 which most country publishers now get, but when he begins, as he should, to sell community service, and has really sold the service idea to his community, he will have less difficulty charging what the service is worth, the same as do the telephone companies.

The publisher who is tied to detail, as the unprosperous ones are, cannot serve his community the way he should. The country editor, therefore, must have a well managed front and back office, efficient and smooth running, a cost system which tells him how much it costs to produce his paper and printing, and backbone enough to charge the necessary price—especially the backbone, because if he hasn't he won't be one of these country editors of the future.

Community service—that's the first and final word, or, as Prof. W. P. Kirkwood of Minnesota puts it, "the Minnesota of Mennemota puts it, "the unifying principle, the master motive". Just to the extent that the country weekly is able to make itself indispensable to its community, just to that extent is its future bright. But the country editor must make up his mind to make a better paper than he has in the past, and the community must make up its mind to pay more than it has for the service the editor and his paper render.

ANOTHER SAILS FOR ORIENT

John R. Morris, (Missouri '22), sailed for Honolulu the last of September to attend the World Press Congress in session there the first week in October. Mr. Morris is executive secretary of the Congress. Immediately after the session adjourned he sailed for Tokyo, Japan, where he joined the staff of the Japan Advertiser.

LOOKING THROUGH THE CRYSTAL—BY THE NATIONAL PRESIDENT

(Continued on page 3)

surely be equal to last year's high standard, not only because the disposition is abroad not to be delinquent, but because there is no financial advantage to any chapter which evades its obligation to send a delegate. Representation is mandatory, and the absent chapter cannot escape paying its just assessment, established by the pooling of transportation and Pullman charges from each chapter seat to Ames, and equal division of the burden.

The social attractions of the convention will be many, though not permitted to interfere with the more serious work in hand; but the noteworthy feature, when the records are writ, will undoubtedly be the contributions, in public and private addresses, of distinguished journalists. The day nears when the fraternity will not have occasion to go outside its alumni membership for speakers adequate in number and sufficiently noted to fill the program and furnish important contributions to journalisticana. They are already discoverable, but too widely scattered.

The Executive Council is not able, through this Pre-convention Quill, to place before the members of the fraternity a detailed program of the meeting at Ames but it can give assurance that a ticket to Iowa State College will be a good investment. Undergraduates will be reached through communications to chapter secretaries.

The urgent present needs are the names of delegates chosen; information regarding the basic railroad and Pullman charges, by directest route; and suggestions regarding problems the solution of which will assist all the elements of the fraternity.

KNOX COLLEGE CHAPTER DOES PUBLICITY WORK AND EDITS A WEEKLY

Knox chapter of Sigma Delta Chi is jumping into the new year's work with the spirit which augurs well for all journalistic effort at 'Old Siwash.' The first meeting of the chapter was held last week at which plans were discussed and several new members considered.

Lyman Thompson, chapter member of Sigma Delta Chi at Knox, is in charge of all the publicity work of the school. In this work he is being assisted by Horace Ward, president of the frat. These two men, with the assistance they can garner from the rest of the members, are sending broadcast over the country all

school news of importance, such as athletic results, and also keeping the home town newspaper of Knox students informed of the progress of the native sons and daughters. Great success has attended the work during the first three weeks of effort.

Keith Peterson, another member of the chapter, is editor of the "Knox Student," weekly publication. Chapter members have charge of composing one or more feature stories per week on important events of Knox history or doings of famous alumni. This work is carried on jointly with Theta Sigma Phi, womens' journalistic fraternity.

DEAN WALTER WILLIAMS RE-ELECTED HEAD OF WORLD PRESS CONGRESS

Dean Walter Williams (national honorary), head of the School of Journalism of the University of Missouri, sailed for Honolulu, Hawaii, in September to preside over the World Press Congress, of which he is the head.

The Congress took up present day problems that are facing newspapers the world over, among the most important being better methods for getting foreign news dispatches, and finding a way to stamp out the growing tendency among American newspaper to color news of international character. Dean Williams was re-elected president of the Congress at the close of the week's session.

He sailed from Hawaii November 1 for Tokyo, Japan and other points in the Orient, where he intends to make an extensive lecture tour. He will return to Missouri the first of the year.

Directory of Sigma Delta Chi Officers

Honorary President: Prof. W. G. Bleyer, University of Wisconsin, Madison.

National President: Lee A. White, The Detroit News, Detroit.

First National Vice-President: Cargill Sproull, Burroughs Adding Machine Co., Detroit.

Second National Vice-President: Prof. H. H. Herbert, University of Oklahoma, Norman.

National Secretary: Kenneth Hogate, 5090 Spokane Ave., Detroit.

National Treasurer: Prof. Norman Radder, University of Indiana, Bloomington, Ind.

Editor The Quill: Prof. Frank L. Martin, University of Missouri, Columbia, Mo.

Executive Councillors: Peter Vischer, The Sun, New York; Donald Clark, The Northwestern Banker, Des Moines, Ia.; George Pierrot, The Daily Times, Seattle; Prof. W. P. Kirkwood, University of Minnesota, Minneapolis.

Past National Presidents: William M. Glenn, The Morning Sentinel, Orlando, Fla.; Laurence Sloan, 552 Riverside Drive, New York; S. H. Lewis, The Lynden Tribune, Lynden, Wash.; Roger Steffan, 78 27th St., Elmhurst, L. I., New York; Robert C. Lowry, 515 Slaughter Bldg., Dallas, Tex.; F. M. Church, The News, Cadillac, Mich.

ANNUAL DANCE FOR JOURNALISTS AT MISSOURI IS CALLED THE SCOOP

The Journalism Scoop, a dance for students in the School of Journalism, which was sponsored last year by the Sigma Delta Chi chapter, has been accepted as an annual affair.

This year's Scoop will be held December 2. A novel entertainment program is being planned, and copies of a special edition of the Columbia Evening Missourian, the daily city newspaper edited by students in the school, will be distributed as favors.

Directory of the Chapter Secretaries

DePauw—Donald D. Hogate, Sigma Delta Chi house, Greencastle, Ind.

Kansas—James B. Austin, 1145 Indiana street, Lawrence.

Michigan—Stewart T. Beach, 620 South State, Ann Arbor.

Denver—Carlos G. Stratton, 2140 South Clayton, Denver.

Virginia—Ceylon B. Frazer, S. A. E. house, University, Va.

Washington—George B. Astel, 1804 E. 50th street, Seattle.

Purdue—R. A. McMahan, 277 Littleton street, West Lafayette.

Ohio State—Henry C. Segal, 174 E. Woodruff avenue, Columbus.

Wisconsin—G. W. Greene, 445 West Gilman street, Madison.

Iowa—C. J. Huston, 714 E. College street, Iowa City.

Illinois—Edward P. Leonard, 401 East Green street, Champaign.

Missouri—Victor Keen, School of Journalism, Columbia.

Texas—Milton Ling, 2508 Nueces street, Austin.

Oregon—John Dierdorff, 388 -11th avenue east, Eugene.

Oklahoma—Prof. H. H. Herbert, School of Journalism, Norman.

Indiana—William Hutchison, Delta Tau house, Bloomington.

Nebraska—Orvin Gaston, 1828 Garfield, Lincoln.

Iowa State—V. B. Hamilton, Alpha Gamma Rho house, Ames, Iowa.

Stanford—Wylie M. Kilpatrick, Stanford University, Calif.

Montana—Lawrence Higbee, U. of Montana, Missoula.

Louisiana—L. W. Brooks, 427 Boyd avenue, Baton Rouge.

Kansas State—V. R. Blackledge, 913 Osage, Manhattan.

Maine—Frederick F. Marston, Phi Gamma Delta house, Orono.

Beloit—Walter Ritscher, 1248 Chapin street, Beloit.

Minnesota—Thomas W. Phelps, 1625 University ave., S. E. Minneapolis.

Miami—Rollie Nye, Delta Tau house, Oxford.

Knox—Keith A. Patterson, 160 W. South street, Galesburg.

Western Reserve—David T. Hyatt, 5302 Franklin avenue, Cleveland.

Grinnell—Dana W. Norris, Building 6, Grinnell, Ia.

Pittsburgh—Charles Foster, 3507 Shadeland ave., N. S., Pittsburgh.

Columbia—Joseph L. Jones, Sigma Nu house, 540 West 113th st., New York City.

Colorado—George Harger, Delta Tau house, Boulder.

Cornell—J. H. Plummer, 320 Wait avenue, Ithaca.

North Carolina—Charles J. Parker, Jr., Chapel Hill, N. C.

Oregon State—Verne McKinney, Delta Kappa house, Corvallis.

Marquette—Arthur J. Hantschel, 216 — 11th st., Milwaukee.

Note—Members are urged to notify Kenneth C. Hogate, national secretary, 514 Detroit Savings Bank Building, Detroit, of any errors in above list.

Balfour Blue Book 1921-22



The Standard Reference
for Sigma Delta Chi
Jewelry, together with
Badge Price List, will be
mailed upon application.



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